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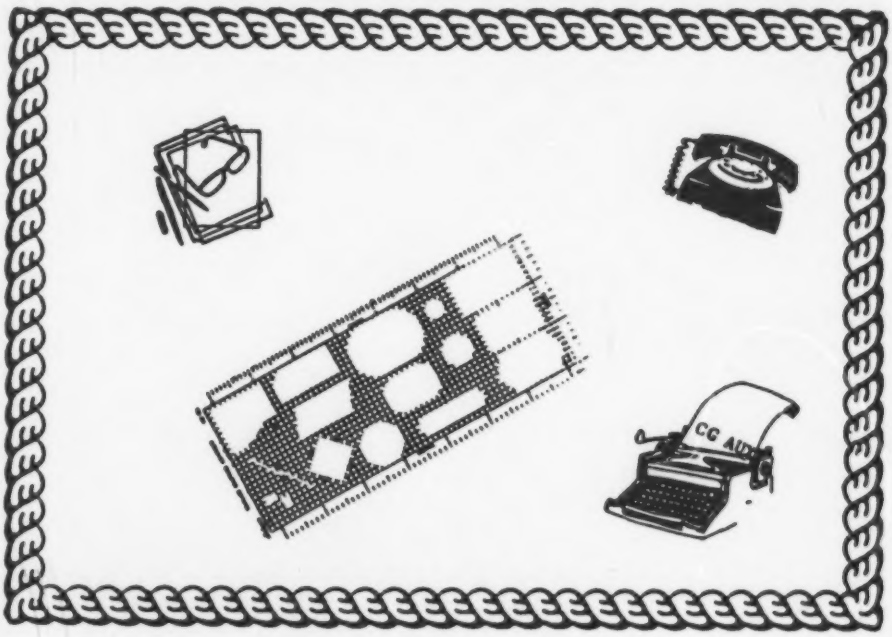
PUBLICATIONS GUIDE



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Subj: U. S. Coast Guard Auxiliary Publications Guide

1. PURPOSE. This Publication is a procedures guide for Coast Guard Auxiliary Publications Officers.

2. PUBLICATIONS AFFECTED This Guide supersedes the unnumbered Auxiliary Publications Guide dated October 1981.

3. DISCUSSION. Many Auxiliarists are tasked with producing Auxiliary Newsletters and other unit publications. This Guide provides sound advice on how to gather information, how to process it, and the various choices available in printing processes.

4. ACTION. District commanders shall ensure that Auxiliarists are familiar with this new Publication and its particular value to Publications Officers.

T. T. MATTESON
CHIEF, OFFICE OF BOATING, PUBLIC,
AND CONSUMER AFFAIRS

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TABLE OF CONTENTS

Introduction		ii
Chapter 1	How to Create a Unit Publication	1-1
	A. The Successful Publications Officer	1-1
	B. Publications Officer Duties and Responsibilities	1-1
	C. Additional Requirements	1-2
	D. What to Print	1-3
	1. Target the Audience	1-3
	2. Ethics, Libel, Plagiarism, Copyright	1-3
Chapter 2	Producing a Unit Publication	2-1
	A. Planning and Procedure for a Publication	2-1
	1. The First Edition	2-1
	2. Commercial Advertising	2-1
	3. National Policy on Publications Logos	2-2
	4. Mailing Under Penalty Indicia	2-2
	B. The Mechanics of Copy Preparation	2-3
	C. Required Elements of A Newsletter	2-3
	D. Methods of Reproduction	2-4

Following the text: Enclosure (1) Distribution of Newsletters
Enclosure (2) Grammar
Enclosure (3) Aids to the Editor

INTRODUCTION

Communication is the art of exchanging information and having it understood.

In the Coast Guard Auxiliary an important "communicator" is the unit Publications Officer. A successful unit at any level can be traced to a well informed membership. A well informed membership can be traced to a successful publication and a hard working Publications Officer.

The purpose of this Guide is to help the unit Publications Officer better understand the "how-to" of production, editing, and dissemination of information via the printed word. This Guide emphasizes the techniques of journalism in a form designed to meet the needs of the non-professional editor. It also calls attention to items of permission and restriction which are unique to Coast Guard Auxiliary publications. Every Auxiliary editor should become thoroughly familiar with these requirements as published in the Auxiliary Manual, COMDTINST M16790.1 (Series).

The Publications Officer may communicate through the written word via newsletters, magazines, bulletins, brochures, newspapers and letters. Auxiliary publications are directed at a specific audience. Each issue is a "new model" of your product. Therefore, it must continue to be interesting as well as informative. The challenge for the Publications Officer is to present the material in a timely, easy to understand and appealing-to-the-eye format with information pertaining to the activities and interests of the reader. This way it will be read and of value to the unit.

There is a trade-off involved in supplying information. If a good publication communicates well with members, well informed members will be more interested in participating by submitting information to the Publications Officer. Members who know what is expected of them, when and where they can participate, and how to get involved become a vital part of the activities. They have greater allegiance and willingness to share the work load.

All Auxiliary Publications Officers must approach the job with an appreciation for their importance on the unit staff.

CHAPTER 1 HOW TO CREATE A UNIT PUBLICATION

A. The Successful Publications Officer.

It is no easy task to produce a newsletter or magazine which is both informative and interesting, but many Auxiliary unit Publications Officers achieve this goal. Others are not so successful. All Publications Officers labor under the restraints of limited resources -- little or no budget, inadequate access to duplication equipment, too little time, limited help, and a want of timely, well-written articles for publication. The difference is that the successful Publications Officer finds ways to overcome these limitations. The successful "non-professional" editor is one who makes editing of a publication a personal learning experience; one who experiments; who learns from mistakes; who is always looking for new ways of presenting material; who likes this volunteer job; and who says it can be done better.

B. Publications Officer Duties and Responsibilities.

When an Auxiliarist accepts the job of Publications Officer, that Auxiliarist is accepting one of the most responsible jobs in the unit's "chain of responsibility." The Publications Officer is responsible for keeping all members of the Auxiliary unit informed on matters of importance and interest. Specifically, the job description for Publications Officers is in the Auxiliary Manual, COMDTINST M16790.1 (Series), and the Elected Officers Manual, COMDTINST M16791,1 (Series). In summary the responsibilities are:

1. Assume staff responsibility for matters relating to publications.

2. Assist in the preparation, district director's clearance, and publication of the newsletter, magazine, etc.

3. Support and encourage the submission to the unit publication of articles by members and staff officers.

4. Maintain a file of all unit publications and/or articles submitted to other publications.

5. Report, as required, to the VFC/VCP on the status of all publications activity.

6. Maintain close liaison with the next higher unit Publications Officer to ensure prompt and direct exchange of information and articles important to the organization.

7. Keep correspondence and records pertaining to the office and deliver same to the successor.

C. Additional Requirements.

Realistically, the Publications Officer must also be:

1. Collector. The Publications Officer is responsible for gathering all information from the elected officers, appointed staff officers, the members, and from the units above in the "chain of responsibility."

2. Editor. As the editor, the Publications Officer has the responsibility to ensure that all the information gathered is correct, in keeping with Auxiliary policy, informative, interesting and timely. The editor has the responsibility to "edit" copy to correct form without changing the "intent" of the author. Editing does not give an editor the right to put his or her name on a submitted article written by another. Contributors soon disappear when they are not given credit for their offerings.

3. Reporter. A Publications Officer cannot always depend on the elected officers, staff officers or members to freely offer material. Information must be sought out to meet the membership's right to be informed. This may take several phone calls, or even personal visits, and entail many hours of work. Good reporters know no hours, no obstacles, nor any individual that can keep them from getting all the facts and reporting them.

4. Designer. When all the facts have been collected, the Publications Officer must put them in written form for presentation to the membership. This must be eye-appealing, easy to read, easy to distribute. The final form may depend on the unit's finances. Reproduction, however, can take many forms and the cost range from "free" to several dollars. Helpful hints on design and duplication are presented in paragraphs E through H.

5. Distributor. After the news has been gathered, laid out, and reproduced, it must be distributed to the membership and to those who must receive a copy of the material. Enclosure (1) has a list of those individuals and offices which are normally on the mailing list for unit publications.

D. What To Print.

1. Target the Audience.

News definitions are apt to vary among editors and readers because news can include almost any event or opinion. Realizing the purpose of a newsletter is to provide readers with timely information about activities and events which they would not otherwise know about narrows the scope of "news" for a specific audience. The type of news used by a particular medium is usually somewhat constant. For example, a poultry newsletter, of course, tends to use stories of chickens, turkeys and ducks. A Coast Guard Auxiliary newsletter uses stories of the expanded Coast Guard family. Overall responsibility for the content of all material published within the district rests with the district commander. This authority is delegated to the Director of Auxiliary for all Auxiliary publications. Within the Auxiliary unit, the highest elected officer is directly responsible for that unit's published material.

2. Ethics, Libel, Plagiarism, Copyright.

a. Copy which gives printed or visual defamation of an individual, or is in poor taste, which exposes an individual to ridicule or diminishes the respect, confidence, goodwill or esteem an individual enjoys in the community, which provokes adverse and derogatory feelings against an individual, or which is a threat to privacy could be considered "dangerous copy" and if it were published, the writer, the editor, and the publisher could be in legal difficulties. Obviously both the libel laws and the equally complicated copyright laws are far beyond the scope of this Guide. It is easy to become confused and present over-simplification of either of these topics. Practically, if there is any doubt as to the infringement of copyright or to the potentially libelous nature of material either do not use the material or submit it for preview approval through the director.

b. As a general rule regarding both libel and copyright, keep in mind:

(1) An "I'll take responsibility for what I have written" statement by the original author does not relieve the editor or publisher of responsibility for the material if it is published.

(2) Deleting names does not "forgive" libel.

(3) The accepted yardstick for whether words or phrases are libelous is the interpretation placed on them by the "average" person in the community; i.e., what the average reader thinks the article says.

(4) Just because the material has been published in another newsletter does not mean you are not violating the copyright if you use the material without the written permission of the author or publisher. Be sure to procure this permission before printing.

(5) Copyright covers all writing, printing, engraving, etching, photographs, cartoons, and graphic representations.

CHAPTER 2. PRODUCING A UNIT PUBLICATION

A. Planning and Procedure for a Publication.

1. The First Edition.

a. The first edition requires planning and design which is not necessary for subsequent issues. Select a style and format that will be workable. When an Auxiliary unit decides to publish a newsletter or magazine the Director of Auxiliary will, as specified in the Auxiliary Manual, COMDTINST M16790.1 (Series), require that prior to publication the district office review and approve all written material and artwork to be used. It is the responsibility of the unit's Publications Officer to check, through the chain of responsibility, with the Director of Auxiliary on requirements for producing a publication. After the first few editions have been reviewed and approved by the district office, the Director of Auxiliary may delegate authority for review to the highest elected officer of the unit which is producing the publication. However, this practice may vary from district to district. Always check for the proper procedures.

b. The purpose of this review by the Director of Auxiliary is to insure that all material is within established Auxiliary and Coast Guard publication policies. The Director of Auxiliary's office can also offer helpful hints to insure a successful publication.

c. Submit the review material, through the chain, to the Director of Auxiliary with a specific request for approval. Since the Director is on the routine mailing list for all newsletters/magazines, this specific request avoids confusion and alerts the Director to the fact that this is not part of a routine mailing.

2. Commercial Advertising.

The policies regarding the inclusion of commercial advertising in Auxiliary publications is printed in the Auxiliary Manual, COMDTINST M16790.1 (Series). As neither the Coast Guard nor Coast Guard Auxiliary can be associated with any product or with the endorsement of any product, these policies regarding commercial advertising must be strictly adhered to by the editors of official publications. While there may be situations in which solicitation of advertising is permissible, these are indeed exceptions and there are serious conditions imposed on this practice. Clear with the Director of Auxiliary each instance relating to the use of commercial advertising prior to soliciting the ad and prior to reproducing such advertising.

3. National Policy on Publications Logos.

The following policy for the Coast Guard Auxiliary has been established:

> The present hat device is not to be used as a logo on publications, mastheads, or on anything else. It is to be used only as a hat device. The old hat device and the Auxiliary logo are the correct ones to be used on anything requiring a U.S. Coast Guard Auxiliary logo.

4. Mailing Under Penalty Indicia.

a. Official Coast Guard Auxiliary correspondence, including newsletters etc., may be mailed using the penalty indicia. This is not free mail. The Coast Guard is levied a user's fee by the postal authorities for each letter or package delivered. To facilitate the postal authorities accounting procedures for this mail, the Coast Guard is assigned an identifying number which must appear on all official envelopes, post cards and mailing labels. The return address for all official mail within a district is the official address of the district headquarters. The return address must include the phrase "Official Business, Penalty For Private Use $300." The return address must also include the words "Department of Transportation."

b. Postal law requires that the official district mailing address and the penalty indicia information be affixed to the paper by mechanical reproduction. This information may not be affixed by rubber stamp or typewriter.

c. The highest elected officer in each Auxiliary Unit is delegated authority for using the penalty indicia mailing privilege. Only after the Director of Auxiliary has reviewed and approved the unit publication can the penalty indicia mailing privilege be employed. See Auxiliary Manual, COMDTINST M16790.1 (Series).

d. There are some restrictions which must be observed if the penalty indicia privilege is to be used. Use of penalty indicia limits the publication to official business only. A publication to be mailed using this privilege may not contain "want ads" of any kind or personal messages such as wedding announcements or birthday greetings. Units wishing to carry this "society information" can do so, but such unit must distribute the publication by means other than penalty indicia. This does not, however, relieve the unit from having the publication content approved by the Director.

B. The Mechanics of Copy Preparation and Layout.

1. The editing of copy is much more than a mechanical skill, nevertheless, the mechanics of editing are basic to the work of the Publications Officer. These basic tasks include:

   a. Correcting errors in both fact and spelling
   b. Correcting grammar
   c. Correcting punctuation
   d. Correcting word usage for both meaning and connotation

2. This guide is not meant to be a treatise on grammar. A working knowledge, however, of the basic tasks a Publications Officer must perform on a piece of unedited copy is essential for a successful publication. For your review, the basic elements of grammar, punctuation, and word usage are presented in enclosure (2). enclosure (3) offers additional "Aids To The Editor." This guide has only one purpose: To help the new Publications Officer learn the principles, the practices, and the techniques of editing an Auxiliary publication.

3. Attractively arranged material, the layout, is important to encourage readership. Illustrations and photographs can enhance the publication and quickly draw attention. The Auxiliary Clip Art Book, available at the Auxiliary National Supply Center, contains logos, pictures, drawings etc. on a variety of subjects which can be very useful in doing the layout. A word of caution, however, white space can be equally enhancing. Never overdo the use of artwork -- leave "breathing room" for your copy with artistic use of white space, the space unoccupied by anything, copy or art.

C. Required Elements of a Newsletter.

1. The following information is needed and should always appear on the publication masthead, if one is used, or on the cover:

   a. Name of the publication
   b. Date of publication
   c. Volume number (Roman numerals for the year of publication, i.e, "X" meaning it has been published for ten years.)
   d. Issue number (Arabic "1" meaning the first issue of the year.)
   e. District or region
   f. Unit number (flotilla or division)

2. The editor's name, address and telephone number must appear somewhere in the issue.

D. Methods of Reproduction.

1. Regardless of the reproduction method used, it must be used well. All types are not equally suited for reproduction of pictures, for making multiple copies, or having sharp images. There are no standards for newsletters, however, the Publications Officer is charged with producing the best quality publication possible using the available resources. If the method of reproduction used does not make clear pictures, then do not use pictures. Remember, do all that you can within your resources. Also remember that it is better to leave material out than to reproduce it poorly.

2. If possible the individual pages should be printed on both sides. This practice reduces the mailing cost, conserves paper, and properly used can contribute much to the layout of the newsletter or magazine.

3. Following is a summary of various types of reproduction possible:

   a. Hectograph: Material is typewritten, written or drawn with carbon or carbon pencil on a paper with a hard surface. This paper is laid face down on a gelatin sheet to transfer the image. Paper is pressed onto the gelatin and then the message is picked up from the gelatin. Colors may be applied in solid blocks or lines. Maximum -- 150 copies.

   b. Photocopy: The photocopy method reproduces a positive image on a sheet of blank paper. This is accomplished in some systems by the use of an intermediate negative. On other systems the image is reproduced directly on the blank page. As a general rule, photographs and half-tones lose a significant amount of their contrast in the photocopy process. But the system will faithfully reproduce typewritten and printed pen and ink originals. With the exception of printing, this method is probably the most expensive of all the systems in use today.

   c. Spirit Duplicator: This method is usually known by the term "ditto." A special duplicating carbon paper is placed in reverse position behind a master sheet. The master sheet is a high-finish coated paper. This makes a raised "negative" impression of carbon on the back of the master sheet. The master sheet is then attached to the drum of the machine. As it is fed through the machine, each sheet of paper is slightly moistened by a special fluid. Some of the carbon is removed with each turn of the drum. Five colors may be produced in a single operation. Approximately 200 copies.

   d. Stencil-Duplicator-Mimeograph: Material is typewritten, written or drawn on wax-covered or cellulose stencils or reproduced electronically. The stencil is applied over a cyclinder through which ink seeps onto paper fed into the machine. Approximately 2,500 copies.

   e. Multilith (Offset): The message is typed, written or drawn on a special paper plate, or photographed into a metal plate. The plate is attached to a cylinder that is moistened and inked. Moisture attaches to untouched parts and ink attaches to portions which have been etched. Approximately 25,000 copies.

DISTRIBUTION OF NEWSLETTERS.

Proper distribution increases the effectiveness of your newsletter. An explanation follows as to why distribution, as indicated below, is required.

To Division and District Publications Officers. Each of these officers has a responsibility to make sure you are following the "do's and don'ts" concerning official publications. Failure to comply with the established criteria may result in criticisms from the national staff or Coast Guard officials.

To the Director. The Director must make sure that your Newsletter conforms to certain standards in content. Failure to comply can cause withdrawal of the penalty indicia privilege for the offender, and can cause embarrassment to the Coast Guard and Coast Guard Auxiliary.

To the District EXCOM. This includes the Director (see above), DCO, VCO, RCOs and IPDCO. What better way is there for these top ranking officials to stay abreast of what is going on in the district? They do read your newsletters.

To the DCPs within the District for Division newsletters, and to FCs within the Division for Flotilla newsletters. Again the benefits of crossfeeding newsletters are that we grow and get new ideas from an exchange of information. It also keeps everyone aware of what is happening in other flotillas and divisions. This is standard practice at the district level.

To the Editor of THE NAVIGATOR. As Chief, Navigator/Newsletter Division, the Editor has the responsibility for the quality of Auxiliary national publications and for encouraging units at all levels to produce a publication. The editor will assist and advise units wherever needed.

To the Editors of the District and Division Newsletters. The reasoning is identical to that presented for the Editor of THE NAVIGATOR, with the exception of a focus at a slightly lower level of Auxiliary function.

To the Members. Obviously, whether it is a flotilla, division or district newsletter, a copy must be sent to all unit members. That is the main purpose of a newsletter -- to inform the membership.

In summary, the following is a suggested mailing list for publications:

FLOTILLA NEWSLETTERS	DIVISION NEWSLETTERS
MEMBERS	MEMBERS
DCP/VCP	DCP (All)
SO-PB	SO/PB (All)
DSO-PB	DSO/PB
DIRAUX	DIRAUX
DCO	DCO
IPDCO	IPDCO
VCO	VCO
RCOs	RCOs
DVC-AN	DVC-AN
Other FCs within the Division	

MAILING LIST.

1. It is imperative that an up-to-date mailing list be maintained. As Publications Officer you must be certain that mailing addresses for members and the other individuals listed above are correct. At the flotilla level this is not a hard job, but at each successive higher level it becomes more difficult.

2. For Coast Guard officials, use the "position" in the address rather than the "name" since individuals are subject to transfer at any time, mail will follow the individual if addressed to the "name," but will go to the replacement if it is addressed to the "position." For example: Chief Director of Auxiliary vice CAPT John Jones, CHDIRAUX.

3. The responsibility for a correct address rests squarely on the shoulders of each member. When an address changes, the member should advise the flotilla commander who can send the proper notice to the DIRAUX. The DIRAUX in turn furnishes it to the AUXMIS where mailing labels are produced. As Publications Officer, periodically remind members to promptly report address changes or phone number changes via the proper AUXMIS form.

4. Privacy of mailing lists must be strictly enforced. A roster or directory of names and addresses of Auxiliary members shall not be made available to any outside organization. Privacy of rosters, directories or mailing lists shall be maintained. To aid the Auxiliary in maintaining its voluntary noncommercial position the privacy of mailing lists prevents the membership from being deluged with advertising literature, and avoids the idea that any commercial firm has the expressed or implied endorsement of the Auxiliary for its products or services. See the Auxiliary Manual, COMDTINST M16790.1 (Series).

MAILERS.

1. A mailer (or wrapper) is a useful way to send newsletters through the mail. It is also cost effective in that envelopes do not need to be requisitioned and used for this purpose. Basically, the mailer wraps the material to be mailed. The postal authorities request that the mailers be taped as a closure. Staples may get caught in the mail processing equipment and can cause injury to mail handlers. The printing on the mailer should include the penalty indicia and return address on the "address" side. The other side is an excellent place for PR messages about the Auxiliary. Ideas for suggested messages or drawings on a mailer should be sent to the DSO-PB for obtaining DIRAUX approval prior to use.

GRAMMAR*

While a detailed knowledge of grammar is helpful to the copy editor, a working knowledge of the major grammatical principles is essential. The following list of 10 basic grammatical rules should provide a review for you as a beginning copy editor.

RULE NO. 1. Verbs must agree with their subjects in number and persons.

Example: We are; you are; he is.

RULE NO. 2 Words intervening between the subject and verb do not affect the number of the verb.

Example: Improvements in the Visual Display Terminal have not increased the cost.

RULE NO. 3. When the subject is one of the following words, the verb must be singular; anybody, each, every, everybody, nobody and either. Neither and none almost always require a singular verb.

Example: Each of the reporters has filed a story. Neither of the editors is going.

However, if neither is used to link plural nouns, a plural verb is used.

Example: Neither reporters nor editors have come to the university for three years.

RULE NO. 4. When the subject is a collective noun, consider the subject singular or plural depending on the meaning you wish to convey. If the meaning of the subject is a collective body, use the singular; however, if you are thinking of individuals within the collective body, use the plural.

Examples: The newspaper staff is planning a special edition.

The newspaper staff are listed individually by position on page 2 of today's paper.

RULE NO. 5. Verb tenses should indicate the correct sequence of action; therefore, a verb in a subordinate clause should be consistent with the verb tense in the main clause.

Example: When the makeup editor finished the page, she realized she had made a mistake.

GRAMMAR (continued)

RULE NO. 6. Use active voice for most verbs. Passive voice may be used to emphasize the receiver of an action (such as the person injured in a car accident), or to emphasize an indefinite statement.

Examples: Write, "The boy hit the ball," rather than, "The ball was hit by the boy."

However, to emphasize the receiver of the action, you may write, "The woman was injured in the auto crash."

RULE NO. 7. Modifiers must be located closely enough to the word or phrases they modify for the reader to be able to distinguish clearly what they modify.

Incorrect Example: Referring to your memo yesterday, the change is being made. (Dangling modifier)

Correct Example: Referring to your memo yesterday, the editors are changing the situations.

To correct dangling modifiers, either change from passive to active voice in order to have the participle modify the doer of the action, or change the participle to a clause.

RULE NO. 8. Make the elements in a series grammatically parallel. Adjectives should be linked with other adjectives, adverbs with adverbs, infinitives with infinitives, and so forth.

Incorrect Example: The TV station manager plans to install new videotape equipment, to hire three new employees, and build a new news set.

Correct Example: The TV station manager plans to install new videotape equipment, to hire three new employees and to build a new news set.

In the correct example all three of the manager's plans were put in the infinitive form.

RULE NO. 9. Pronouns must refer to their antecedents.

Incorrect Example: The editor told the young reporter that his statement was incorrect. (To whose statement does "his" refer?)

Correct Example: The young reporter's statement was incorrect, the editor told him.

GRAMMAR (continued)

RULE NO. 10. The case of a pronoun must suit the function of the pronoun.

(1) Pronouns used as an object of a preposition must take the objective case.

Example: He came with me.

(2) A pronoun used as an appositive must agree with the word it explains.

Example: Only two reporters, John and I, could go to the speech. (I refers to the subject; therefore, the pronoun must be in the subjective case.)

(3) A pronoun modifying the gerund must take the possessive case.

Example: The audience appreciated your lecturing them without fear.

PUNCTUATION

Use of punctuation may bother the beginning news writer and copy editor. Rules are basically the same for newswriting and for literary English with one or two exceptions. The important rules are listed below.

USE OF PERIOD

1. Most abbreviations take periods after the key word; however, some all capitalized abbreviatons (alphabetical abbreviations) are not punctuated. Example: Governor is abbreviated Gov., but the National Aeronautics Space Administraton is NASA.

2. The period always goes inside quotation marks.

3. The period goes inside parenthetical material when the material is a sentence, but it goes outside the parentheses when the material is not a complete sentence.

USE OF COMMA

1. Omit the comma in a series before the last item unless that omission confuses the meaning.

2. Omit the comma before of. Example: Tom Smith of Denver.

3. Use the comma to set off attribution words or phrases. Example: the game, he said, is important.

4. The comma at the end of a quotation always goes within the quotation marks.

5. Use the comma for appositives. Example: Jones, the favorite, defeated Ali in the 5th round.

(Use of Comma con't)

6. Use the comma in digits of more than three numbers to set off each three. Example: 1,500 or 21,823.

7. Commas are omitted before Roman numerals, Jr., Sr., dashes, street addresses, phone numbers, and serial numbers.

8. Commas are used after a dependent clause introduced by subordinate conjunctions, such as since, before, if, when, where and how.

USE OF SEMICOLON

1. To avoid confusion, use semicolons to separate phrases containing commas. Example: Officers elected were Ellie Jones, president; Sally K. Ellis, vice-president; and Billie Rodgers, secretary.

2. Use semicolons before conjunctive adverbs, such as however, moreover, therefore, thus, yet and otherwise when they are used to connect two independent clauses. A comma is used after the conjunctive adverb. Example: He said he would come; however, his car had a flat tire, and he was unable to make it.

3. Use a semicolon to separate two independent clauses. Example: We don't have the experience to operate a larger theater; we will have to be content with a small one.

USE OF COLON

1. Use a colon to introduce long statements and lists.

2. Use a colon to separate time. Example: 8:30 p.m.

3. Use a colon to introduce a question. Example: The question came up: What do I do for an encore?

4. Use a colon in Biblical and legal citations.

USE OF HYPHEN

1. Use hyphens to join a prefix and a word. Example: ex-champion

2. Use hyphens to join two or more words used as an adjective. Example: 6-year-old boy.

3. Words used as nouns seldom take the hyphen unless the prefix ends in a vowel and the noun begins with the same vowel. Examples: worldwide, weekend, roundup.

USE OF QUOTATION MARKS

1. Use quotation marks to enclose direct quotations.

2. Use quotation marks around book titles, slang expressions, movies, TV programs, song titles and lectures or speeches.

3. Use quotation marks for nicknames unless it is better known than the legal name. Example: John "Blue" Smith, or Ike Eisenhower.

4. Periodicals are capitalized, but do not require quotation marks. Example: New York Times.

CAPITALIZATION

1. Capitalize the first letter of the first word in a sentence or direct quote, and the first letter of the first word of every item in a list or outline following a colon.

2. Capitalize proper nouns used to designate the name or title of a specific person, place or thing. Common nouns used in a general sense are not capitalized. Example: Ensign John Smith, but an ensign.

3. Capitalize the first letter of each major word in the names of government departments, bodies, etc.

4. Capitalize the names of Coast Guard vessels, including the abbreviation USCG or USCGC preceding the names, and type designation following the name of the ship. Example: USCGC BIBB (WHEC-131) or USCG Tug Boat 64313.

5. Auxiliary is always capitalized when referring to the Coast Guard Auxiliary.

OTHER PUNCTUATION RULES

1. Use an apostrophe to indicate possessive case of nouns, omission of figures, and contractions. Example: girl's shoes, Joneses' house.

2. Use the exclamation point to indicate surprise or strong emotion.

3. Use the dash to indicate a strong or sudden change in thought.

4. The ampersand is used in abbreviations and firm names. Examples: AT&T, Smith & Ray Co.

5. Ellipsis, the intentional omission of words in a sentence, an abrupt change of thought, lapse of time, or incomplete statement, etc., is indicated by 3 periods or asterisks (4 if ellipsis is at end of sentence).

WORD USAGE

The copy editor must be sure each news story integrates a full, varied vocabulary, while at the same time, uses specific words in both meaning and connotation. The editor must know differences in words for a particular situation. For example, the copy editor must know that there is something slightly favorable about the word "government" and something slightly unfavorable about "regime."

The copy editor must be sure that if a word has more than one meaning, it is used in the correct context to avoid confusion. Consideration of the readers must be involved in the copy editor's examination of word usage in the news story. Obviously, the readers of the New York Times are different from those of the Cheyenne Eagle. The audience of the Times and the Eagle simply have different backgrounds and interests, and the language used in each newspaper must be tailored to each audience.

Generally, it is preferable to use the simple word rather than the complex, the concrete instead of the abstract, the active rather than the passive voice. Foreign words, highly technical words or phrases, and cliches also should be avoided.

The following list of words and phrases is provided to indicate word usage that is preferred by daily newspaper editors.

1. ACCEPT, EXCEPT. ACCEPT means to receive, while EXCEPT as a verb means to exclude, and as a preposition, EXCEPT means with the exception of.

2. AFFECT, EFFECT. AFFECT usually is the verb; EFFECT is the noun. However, EFFECT may be a verb when it means to bring about.

3. AFTERWARD, AFTERWARDS. Use AFTERWARD rather than AFTERWARDS. The same rule applies to TOWARD.

4. AGREE TO, AGREE WITH. You AGREE TO a proposed action and you AGREE WITH someone.

5. AGGREGATE. Do not use when meaning total. It's not a substitute for total, but means a group of distinct things gathered together.

6. ALLUDE, ELUDE. You ALLUDE to a movie (mention), and you ELUDE a tackler (escape).

7. AMONG, BETWEEN. Use AMONG when more than two are meant. Use BETWEEN with two only.

8. ANNUAL. If it is the first time, it cannot be ANNUAL.

9. AVERSE, ADVERSE. AVERSE is the verb meaning oppose (you are averse to it). ADVERSE is the adjective meaning bad (ADVERSE weather).

WORD USAGE (continued)

10. BESIDES, BESIDE. BESIDE means at the side of, and BESIDES means in addition to.

11. BLOCK, BLOC. BLOC is a coalition or group with the same goal.

12. COMPOSE, COMPRISE. You COMPOSE things by putting them together. Once they are together, the object COMPRISES or includes various parts.

13. CONSENSUS. CONSENSUS means general agreement. Therefore, it is redundant to say CONSENSUS of opinion.

14. COUNCIL, COUNSEL. COUNCIL means an assembly while COUNSEL means to give advice.

15. COUPLE OF. You need the OF. Don't say "in a couple minutes."

16. DEMOLISH, DESTROY. They mean to do away with completely. There is no such meaning as partially DESTROYED or no need to say totally DEMOLISH.

17. DIE OF. One DIES OF an illness not from it. Also, a person dies after an operation, not from or as a result of, or following, an operation.

18. DIFFERENT FROM. Things are different from each other, not different than.

19. DROWN. Don't say someone was DROWNED unless the victim's head was held under. Say: John Jones drowned last night, not John Jones was drowned.

20. DUE TO, OWING TO, BECAUSE OF. The last phrase is preferable.

21. ECOLOGY, ENVIRONMENT. ECOLOGY is the study of the relationship between organisms and ENVIRONMENT.

22. EITHER. It means one or the other, not both.

23. FARTHER, FURTHER. FARTHER applies to distance, and FURTHER means in addition to.

24. FLIERS, FLYERS. Airmen and handbills are FLIERS. Some trains and buses are FLYERS.

25. FLOUT, FLAUNT. FLOUT means to mock or to show disdain. FLAUNT means to display showingly.

26. FUNERAL SERVICE. A funeral is a service. Leave out service.

27. HEAD UP. Leave off the up. People head committees; they do not head up committees. People make rules, they don't make them up. People take skiing lessons, etc.

WORD USAGE (continued)

28. HEALTHFUL, HEALTHY. HEALTHFUL means to cause health, while HEALTHY means possessing health.

29. IMPLY, INFER. The speaker IMPLIES while the hearer INFERS.

30. IN ADVANCE OF, PRIOR TO, BEFORE. Use BEFORE; it's more natural.

31. IT'S, ITS. IT'S is the contraction for it is. ITS is the possessive pronoun.

32. LEAVE, LET. LEAVE alone means depart from or to isolate. LET means to permit or allow.

33. LESS, FEWER. LESS applies to situations using the singular form, while FEWER applies to the plural. "They have fewer members now, and the chairman has less income."

34. LINAGE, LINEAGE. LINAGE is the number of lines. LINEAGE is the line of descent or ancestry.

35. MARSHALL, MARSHAL. MARSHALL is correct only in a proper name. Otherwise use MARSHAL for verb or noun.

36. MEAN, AVERAGE, MEDIAN. Use MEAN instead of AVERAGE for the sum of components divided by number of components. MEDIAN is the number that has as many numbers above it as below it.

37. MEDIA, DATA, ALUMNI. Plural forms of medium, datum, and alumnus.

38. OPINION, ESTIMATION. OPINION is a judgment, and ESTIMATION is an evaluation or guess.

39. ORAL, VERBAL. Use ORAL when use of the mouth is involved and VERBAL when writing is used, although verbal may apply to both spoken or written words and is generally associated with spoken.

40. OVER, MORE OVER. OVER refers to the spatial relationships, while MORE OVER is used with figures.

41. PEDDLE, PEDAL. PEDDLE refers to selling, while PEDAL refers to some form of locomotion.

42. PRINCIPAL, PRINCIPLE. While the first or dominant thing is the PRINCIPAL one, a rule of truth is a PRINCIPLE.

WORD USAGE (continued)

43. RELUCTANT, RETICENT. If someone doesn't want to act, that person is RELUCTANT. If someone doesn't want to speak, that person is RETICENT.

44. SINCE, BECAUSE. SINCE is time-related, while BECAUSE is action-related.

45. THAT, WHICH. THAT tends to restrict the reader's thought and direct it in the way you want it to go. WHICH is non-sensitive and gives subsidiary information.

46. UNDER WAY, not UNDERWAY. But don't say something got UNDER WAY unless it's a ship. Say it began or started.

47. UNIQUE. Something that is UNIQUE is one of its kind. It can't be very, quite, rather, or somewhat UNIQUE.

48. UP. Don't use it as a verb.

49. USE ALL RIGHT ..... not ALRIGHT.

50. WHO'S, WHOSE. WHO'S is a contraction for who is. WHOSE is possessive.

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COAST GUARD POLICY

It is the policy of the Commandant that all articles, items, etc. shall avoid use of specified gender in instances where the subject could be either.

Example: "Anyone wishing to attend the unit banquet must submit his/her name to the secretary by 1 October."

Preferred: "Members wishing to attend the unit banquet must submit their names to the secretary by 1 October."

AIDS TO THE EDITOR

AUXILIARY OFFICE ABBREVIATION	OFFICE TITLE
NACO	National Commodore
NAVCO	National Vice Commodore
NARCO-E	National Rear Commodore - EAST
NARCO-W	National Rear Commodore - WEST
NARCO-C	National Rear Commodore - CENTRAL
NIPCO	Immediate Past National Commodore
DC	Department Chief
DVC	Division Chief
BC	Branch Chief
BA	Branch Assistant
AIDE	Aide to National Commodore or DCO
DCO	District Commodore
VCO	District Vice Commodore
RCO	District Rear Commodore
DSO	District Staff Officer
ADSO	Assistant District Staff Officer
DCP	Division Captain
VCP	Division Vice Captain
SO	Division Staff Officer
FC	Flotilla Commander
VFC	Flotilla Vice Commander
FSO	Flotilla Staff Officer
P before a title	Past Officer
IP before a title	Immediate Past Officer (except NACO)

When introducing, addressing, or writing about an Auxiliary officer who is Vice Commodore or below the title is Mr., Mrs., Miss, or Ms Jones. District Commodores and above are referred to as "Commodore," i.e., "Commodore Jones."

MILITARY RANKS - COAST GUARD

ADM	Admiral
VADM	Vice Admiral
RADM	Rear Admiral
RADM	Rear Admiral (Lower Half)
CAPT	Captain
CDR	Commander
LCDR	Lieutenant Commander
LT	Lieutenant
LTJG	Lieutenant (Junior Grade)
ENS	Ensign
CWO	Chief Warrant Officer
CDT	Cadet
WO	Warrant Officer
CPO	Chief Petty Officer
PO	Petty Officer

Coast Guard officers with the rank of Lieutenant Commander and below are Mr., Mrs., Miss, or Ms Jones. For officers Commander and above the rank should be used before the name, i.e. "Captain Jones," "Admiral Smith," etc..

AUXILIARY ACRONYMS AND INITIALS

AIM	Academy Introduction Mission
ASST	Assistant
ATON	Aids to Navigation
AUXFAC	Auxiliary Facility
AUXMIS	Auxiliary Management Information System
AUXOP	Member category
BED	Base Enrollment Date
BQ	Basic Qualification
BS&S	Boating Skills and Seamanship
CHDIRAUX	Chief Director, Auxiliary
CME	Courtesy Marine Examination
COM	Committee
COMO	Commodore
CRC	Civil Rights Counselor
DIST	District
DIRAUX	Director of Auxiliary
DIV	Division
FL	Flotilla
NSBW	National Safe Boating Week
OPS	Operations
PEC	Public Education Course
S&S	Sailing and Seamanship
SC	Specialty Course
SAR	Search and Rescue
SC	Specialty Course
USCG AUX	U.S. Coast Guard Auxiliary

COAST GUARD AND OTHER ACRONYMS OR INITIALS

CG AIRSTA	Coast Guard Air Station
BSAC	Boating Safety Advisory Council
CAP	Civil Air Patrol
CFR	Code of Federal Regulations
CGA	Coast Guard Academy
CG AIRSTA	Coast Guard Air Station
CG ATC	Coast Guard Aviation Training Center
CG COMMSTA	Coast Guard Communication Station
CG COTP	Coast Guard Captain of the Port
CG RESTRACEN	Coast Guard Reserve Training Center
CG RUITOFF	Coast Guard Recruiting Office
CG STA	Coast Guard Station
CG SUPCEN	Coast Guard Supply Center
CG SUPRTCEN	Coast Guard Support Center
CG TRACEN	Coast Guard Training Center
CO	Commanding Officer
CG COSARFAC	Coast Guard Coastal SAR Facility
DOT	Department of Transportation